

ABSTRACT

Methods and apparatus, including computer program products, for selecting a renderer. The techniques include receiving a client identifier that identifies a client; comparing the client identifier with each of one or more client templates, each client template being associated with a renderer in a plurality of renderers; generating a score for each comparison, the score reflecting the similarity between the client identifier and the client template, and based on the score, selecting a renderer from the plurality of renderers for use in communication with the client.